



September 30, 2014

TO: Municipal Service Committee Chair and Director Paula VanDeHey

From: Appleton Downtown Inc.

Subject: Downtown Parking Request

Please accept this letter of request for consideration by the City of Appleton Municipal Services Committee. Appleton Downtown Inc. is requesting the City of Appleton's partnership for Small Business Saturday. In a cooperative effort with Appleton Northside Business Association we are planning to invest in a Shop Appleton First Campaign in conjunction with Small Business Saturday on November 29<sup>th</sup>. To enhance our ability to attract shoppers to Downtown on November 29<sup>th</sup> we are requesting FREE parking for all City owned parking ramps and all meters within the Central Business District.

We hope the City is willing to partner with us in an effort to boost the shop local campaign and ultimately increase the local economic impact for Small Business Saturday.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Jennifer Stephany", written in a cursive style.

Jennifer Stephany

Appleton Downtown Inc.